



Kentucky Heritage Council Strong Towns Conference

Presented in partnership with the Kentucky Main Street Program, Preservation Louisville, Preservation Kentucky and Friends of Kentucky Main Street, with support from KHC Member Nana Lampton and Hardscuffle Inc.

Cost: \$25, good for both days with preregistration, or \$35 at the door

Registration: www.heritage.ky.gov

Thursday, September 24

Kentucky Center for the Performing Arts,
Bomhard Theater
501 W. Main St., Louisville
www.kentuckycenter.org

Conference Hotel:

[Hilton Garden Inn Louisville Downtown](#)
350 W. Chestnut Street
Louisville, KY 40202
502-584-5175

8:30-9 a.m. Registration

9-9:30 Opening and Introductions

9:30-10:30 “The Curbside Chat – The Finance Behind our Places”

Charles L. “Chuck” Marohn Jr., PE AICP, Strong Towns founder and president

- How horizontal growth creates an illusion of wealth for local governments, providing nominal, near-term, financial gains in exchange for enormous, long-term financial obligations
- How to identify a financially productive place, one that produces more wealth for the community than it requires in services and subsidies
- How to calculate the public’s return on investment, the actual dollars that the local government will have returned to it for the dollars that it commits to a project
- How to build a strong tax base using an incremental public investment strategy that blends low risk / stable return investments with low risk / high return speculation

10:30-10:45 Q & A

10:45-11 Small group interaction (generating material for panel discussion questions and comments on how concepts apply to Kentucky towns)

11:00-Noon Panel discussion with Marohn moderated by Jim Kumon, executive director of Incremental Development Alliance; with Craig Potts, Kentucky Heritage Council executive director and state historic preservation officer; R. John Anderson, CNU, co-founder and principal for Anderson|Kim Architecture + Urban Design; Jim Lindberg, senior director of Preservation Green Lab, National Trust for Historic Preservation; Steve Ervin, Paducah planning director; and invited guests

Noon-1:30 Lunch on your own

1:30-2:30 Marohn: “Transportation in the Next American City – Demystifying the Link between Mobility and Local Economics”

- Why highway engineering standards have been widely misapplied to designing local streets (and especially how this has harmed Main Streets)
- Introducing the concept of a “stroad” – a street/road hybrid – and why it is ubiquitous across the landscape, expensive to build, unsafe to use and financially low yielding

Kentucky Heritage Council Strong Towns Conference *continued*

- How to build high-performance roads
- How to build streets that create significant financial value for a community
- Explaining how congestion signals different things for roads and streets
- How cities can respond to congestion while making themselves more financially productive

2:30-2:45 Break

2:45-4:15 Breakout Sessions

- Marohn: Q&A on Transportation + Neighborhoods
- Kumon: Walking Tour – Understanding Human and Automobile Scales
- John Anderson, CNU, co-founder and principal for Anderson|Kim Architecture + Urban Design: Small-Scale Development – Getting it Done
- James Lindberg, senior director of the National Trust for Historic Preservation Green Lab: Preservation Green Lab

4:15-4:30 Reassemble in Bomhard Theater

4:30-5:15 Kumon and Scot Walters, KHC Site Development Program manager: “Sharing Lessons Learned and Introduction to Open Space Technology” in advance of Friday sessions

Friday, September 25

Kentucky Center for the Performing Arts, Bomhard Theater

8:30-9 a.m. Registration

9-9:45 Kumon: “A New Path Forward”

- *Do the Math* – Showing what financial analysis can and can't do in guiding resource investment
- *Be Human Scaled* – Examining the relationship between the design of different models of our built environment and their corresponding costs
- *Act Incrementally* – Establishing a short feedback loop so success can be better repeated and mistakes can be halted before they get too far

9:45-10 Kumon/Walters: Start Open Space Technology (<https://goo.gl/7MGZCO> for an overview)

10-10:40, 10:45-11:25 Open Space concurrent sessions

11:30-Noon Kumon/Walters: Open Space group reports

Noon-12:30 Wrap-up: What have we learned? Including Kitty Dougoud, Kentucky Main Street State Program administrator, and others

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An agency of the Kentucky Tourism, Arts and Heritage Cabinet, the Kentucky Heritage Council/State Historic Preservation Office is responsible for the identification, protection and preservation of prehistoric resources and historic buildings, sites and cultural resources throughout the Commonwealth, in partnership with other state and federal agencies, local communities and interested citizens. This mission is integral to making communities more livable and has a far-ranging impact on issues as diverse as economic development, heritage tourism, jobs creation, affordable housing, community revitalization, environmental conservation and quality of life. www.heritage.ky.gov

Special thanks:

